GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:4396
ANSWERED ON:30.08.2011
ADVERTISEMENT POLICY OF DAVP
Saroj Shri Tufani

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government has changed/amended the advertisement policy of the Directorate of Advertising and Visual Publicity (DAVP);

(b) if so, the details of such changes/amendments made during the last three years;

(c) whether the small/medium newspapers and magazines have benefited from such amendments in the said policy;

(d) if so, the details thereof; and

(e) if not, the time by which such benefit is likely to accrue to the big newspapers at the cost of small newspapers?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING (SHRI C.M. JATUA)

(a) to (c) : No, Sir. During the last three years, the print advertisement policy of the Directorate of Advertising and Visual Publicity (DAVP) has not been changed/ amended. The existing advertisement policy is effective from 2nd October, 2007.

(d) & (e) : Does not arise.